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CLAIMS:

1. System for providing a personalized experience to a person in a medical environment, comprising:
 - selection means for selecting preferred data from a collection of data, connected with
 - 5 - control means, for controlling display means for displaying the selected data in the medical environment.
2. System as claimed in claim 1, wherein the data comprise visual data.
- 10 3. System as claimed in claim 2, wherein the visual data comprise still images.
4. System as claimed in claim 2, wherein the visual data comprise moving images.
- 15 5. System as claimed in claim 1 and 2, wherein the display means comprise at least one projector for projecting the visual data on surfaces of the environment.
6. System as claimed in claim 1 or 2, wherein the data comprise audio data.
- 20 7. System as claimed in claim 1, wherein the selection means comprise at least one identifier element comprising predetermined data, and the control means comprise reading means for reading the data comprised in the identifier.
8. System as claimed in claim 1, wherein the identifier element comprises an
25 identifier chosen from a group of radio frequency transponders and barcodes, and the reading means comprise a reader chosen from a group of radio frequency readers and barcode readers.

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9. System as claimed in claim 1, wherein personal data of the person can be included in the collection of data.
10. System as claimed in claim 1, wherein the personal data can be sent via a
5 public switching network to be included in the collection of data.
11. System as claimed in claim 1, wherein the environment comprises one of a group of hospital rooms, including medical treatment rooms, medical examination rooms, waiting rooms, and patient recovery rooms.
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12. Method of providing a personalized experience to a person in a medical environment, the method comprising the steps of:
- offering the person a collection of data from which a selection may be made,
 - displaying data in the medical environment, based on the selection made by
15 the person.
13. Method as claimed in claim 12, wherein the patient is offered a collection of identifiers from which a selection may be made, each identifier comprising predetermined data which are readable by a reader comprised in the medical environment, to control the
20 display of data in the environment.